



PTO/SB/21 (02-04)

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/645,292
	Filing Date	08/24/2002
	First Named Inventor	Linda M. Smith
	Art Unit	3622
	Examiner Name	Young, John L.
Total Number of Pages in This Submission	Attorney Docket Number	23528-030

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Group
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Return Receipt Postcard & Certificate of First Class Mailing
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> CD, Number of CD(s)	
<input type="checkbox"/> Certified Copy of Priority Document(s)	Remarks	
<input type="checkbox"/> Response to Missing Parts/ Incomplete Application		
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

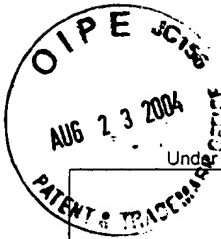
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm Or Individual name	Jinntung Su, Reg. No. 42,174 Manatt Phelps & Phillips LLP
Signature	
Date	August 19, 2004

CERTIFICATE OF TRANSMISSION/MAILING			
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.			
Typed or printed name	Sheena Hicks		
Signature		Date	August 19, 2004

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

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	Filing Date	08/24/2002
	First Named Inventor	Linda M. Smith
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Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Or Individual name	Jinntung Su, Reg. No. 42,174 Manatt Phelps & Phillips LLP
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23528-030
Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

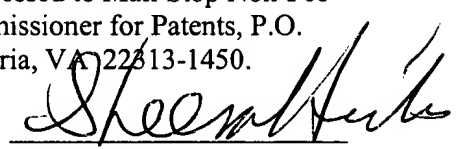
Applicant: Linda M. Smith, *et al.*
Serial No.: 09/645,292
Filed: 08/24/2000
For: TARGETED MARKETING
SYSTEM AND METHOD
Confirmation
No.: 3365
Art Unit: 3622
Examiner: Young, John L.
Attorney
Docket No: 23528-030

**CERTIFICATE OF
MAILING/TRANSMISSION
(37 C.F.R. § 1.8(a))**

I hereby certify that this correspondence is, on
the date shown below, being:

(X) deposited with the United States Postal
Service with sufficient postage as first class mail
in an envelope addressed to Mail Stop Non-Fee
Amendment, Commissioner for Patents, P.O.
Box 1450, Alexandria, VA 22313-1450.

August 19, 2004
Date


Sheena Hicks

AMENDMENT UNDER RULE 37 CFR § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This Amendment is submitted under 37 C.F.R. § 1.111 in response to the Office Action
mailed April 16, 2004 and the Notice of Non-Compliant Amendment mailed August 9, 2004.
Please amend the above-identified application and consider the following remarks as follows:

Amendments to the Claims are reflected in the listing of claims and begin on
page 2 of this paper.

Remarks/Arguments begin on page 4 of this paper.